Board - 4/29

Present - Harley, Hill, Johnson, Menger, Fredette, Rager, Schwarzwalder, Hull, Hurlbert, Stone, Bourke, Miles, Gustafson

13 - Meeting in spring in D.C. re the Action Columbus Days. Tabled until Comm. Bd. meeting.

3a - Ed Bourke
3c - No
3d - Discy. Rec. Bd. rec. was to accept staff rec., Miles (Schwarz) rec. staff accepted.
2 - Miles (Fredette) as dist.
3b - Comm wants Harley + tried to persuade him. Bill won't stay. Comm. to draft ltr of appreciation.

4a - Nothing specific
4b+c -
c - WGH read JCEB statement.
Discu re JCEB members + whether or not it is representative.
Discu of where the money comes from.
Tabled (Schwarz -)
Defeated 10-2 (Hurlbert Schwarz Welder)
Ratification (Stone - ~~Johnson~~ ~~Fredette~~)
Approved - 10-2 (Hurlbert Schwarz Welder)

46b - Stone talked to matter of NAEB-NETRC relations. No Mtrs. of agreement needed - nothing needs to be spelled out. Each should do what it can. Create an atmosphere of cooperation. Doesn't feel NAEB necessarily should be in the Network business. Radio members should really decide whether they want programs from Network, or from someone else. - the decision is not really ours.

Miles - reiterated what Stone said. Let it be known that we intend to do what we can to promote & serve ed. b'dcst. That we have some structure to continually assay what is being done, what needs to be done & where the NAEB fits in. Need a comm. on TV networking, for example - see what is being done, make rec. to Center thru NAEB Board, etc. This Summer's Sem. should examine all this.

Reported on disc. w/ person who feels we must be concerned solely w/ the NAEB & what it can do, rather than look altruistically @ the whole broadcasting picture.

Christianson - NAEB should be the "conscience" of ed. broadcasting. Take the hard look @ what is best for the whole field & not get mixed up in selfish furtherance of our own aims.

Moved (Stone - Frolette) ratification of Center-NAEB formal agreement be tabled & the Pres instructed to pass on to the Center our reasons for feeling no formal document is needed or desirable. Approved.

4d - Brief report on status w/ emphasis on Rubicoff statement.

4e - PBS brief status report

4f - status report

4g - Brief

17 - HJR reported background voted to approve dropping international music exchange

18 - WEIA received extension we filed for extension of May 1

deadline. We don't want to make a frontal attack on Comm Colest.

19- Exec Comm met w/ Burns after the luncheon. Disc. setting up a steering Com - might try to get White House endorsement. Disc. getting NDEA funds for a conf. to look into the whole picture.

XX- Minutes should contain only actions taken or statements of fact.

10- Approved

9- Talk to Cohn + Marks about possibly (probably) to make a counter.
Auth to explore.

8-

6- Modified approval

9- Approval + investigate
10- Modified approval

14- Bill will ask Carl + Marlin to file asking for permission for us to operate as outlined in the FCC report on it.

15- Should we ask to be relieved if the detail they ask for the 1 com station?

Approved (prev. action) the auth. for REV to sign checks!

National Association of Educational Broadcasters
1346 Connecticut Avenue, N.W.
Washington 6, D.C.

HEH

Board Meeting
file

TO: NAEB Board of Directors

FROM: Harold E. Hill

DATE: April 19, 1961

Attached is the proposed agenda for the Columbus Board meeting. It is sent to you at this time merely for information. There will be supporting papers for many of the items so that you will have more background information, but it was not thought wise to send them out at this time, because you would simply have to bring them to Columbus with you.

The agenda, naturally, is not the "last word". It is anticipated that there will be changes, additions, etc., made at the recommendation of the Board.

NAEB BOARD OF DIRECTORS
Meeting of April 29, 1961
Columbus, Ohio

PROPOSED AGENDA

(Note - Numbering of agenda items below has no significance except for convenience in referring to the various items. Items will not necessarily be taken up in the order indicated, and items may be added or deleted at the pleasure of the Board.)

Item No.		Page
1	Revisions, additions and approval of agenda	
2	Minutes of last meeting	
3	Personnel Matters: a. Election of Secretary for Board b. Search Committee Report c. Promotion for Underwood d. Staff Person for Washington Network Programming	
4	General reports: a. General report by President b. Report on JCEB-NETRC Relations (Harley) c. Consideration of JCEB revised "charter" d. Report on ETV Legislation (Harley) e. Report on Sudan Project (Hill) f. Report on Spectrum Study (Harley) g. Report on 1961 Convention (Hill) h. Report on International Affairs (Harley) i. Report on Washington Programming (Underwood) j. Report on Proposal for Professional Training (Harley) k. Report on Program Grants-in-Aid (Hill) l. Report on 1961 Summer Seminar (Hill)	
5	"Tettemer Project"	
6	Enlargement of Newsletter	
7	Network Duplication Equipment	
8	Recommendations re Station Activation (Nighbert)	
9	Possible Acquisition of Building for Headquarters	
10	Proposal for a Revised Network Fee Structure	
11	Financial Statement, 3/31/61 (Previously distributed)	
12	NAEB Budget, 1961-62	

Agenda Item #3c

NAEB BOARD OF DIRECTORS
Meeting of April 29, 1961
Columbus, Ohio

Promotion for Underwood

Last fall the NAEB membership decided that the NAEB Radio Network should not (at least for the present) be transferred to the NETRC. Operating on the theory that it is therefore imperative to improve and expand network service, the staff has instituted regular programming from Washington, D.C., the Network Acceptance Committee has taken a more active role in programming aspects of the network, and plans are currently being made for improved service to Network members (See Agenda Item #10).

In addition, the NAEB Live Network Committee has been proceeding with exploratory plans and has held two meetings to that end. Live networking (and proper planning for it) is a reality we must face with increasing responsibility.

The role of the NAEB Network Manager has become increasingly difficult and important. He already is responsible for supervision of seven employees and works with the Administrative Vice President on fiscal affairs of the network. It is anticipated that his role will become even more administrative as Network activities increase, especially if it is possible to add a regular program director to the network staff.

Recommendation

It is recommended that the Board create the position of Vice President for Network Affairs (to replace the present position of Network Manager). It is further recommended that the Board approve Robert E. Underwood, Jr., for this position.

NAEB BOARD OF DIRECTORS
Meeting of April 29, 1961
Columbus, Ohio

Staff Person for Washington Network Programming

During the past several months, Len Press (on sabbatical leave from his position as Director of Broadcasting, University of Kentucky) has worked for the NAEB "quarterbacking" the NAEB Network programming (Washington Report and Washington Specials) coming out of Washington.

This is one of the vital services offered by the NAEB to its member stations and should be continued. It is anticipated that we will continue to attempt to get "temporary" people for this job -- either someone on sabbatical (as with Press), or someone who may be in Washington on other business for a period of several months and can devote approximately half of his time to NAEB programming.

This will require funds and is one of the factors contributing to the fact that the Network will operate at a deficit in the coming year. However, it is felt that this sort of service needs only "seed" financing to become established and will in a year or so have either attracted outside support or proved its value to such an extent as to allow for an increase in rates (if this should become necessary) inorder to underwrite the cost. However, this single item cannot logically be isolated from the general expansion program now underway in both the Network and the Headquarters, but is merely an example of expanded services, already instituted and contemplated, which we are striving to provide. These expanded services will lead to a natural growth, both in numbers and financial soundness, and will contribute to the future health and welfare of the Association.

Recommendation

It is recommended that the Board approve the employment of a staff person (probably on a part-time basis) to provide Network programming from Washington and the funds (as indicated in the budget -- Agenda Item #12) necessary for his employment. Appropriation also includes funds to pay program talent, program costs of a miscellaneous nature, mailing, etc.

Agenda Item #5

NAEB BOARD OF DIRECTORS
Meeting of April 29, 1961
Columbus, Ohio

"Tettemer Project"

The attached report by Clair Tettemer is self-explanatory. For further clarification it should be pointed out that the original plan called for the present project to be a "pilot" project to determine whether or not such kits could meet a definite need, and, if so, further funds would then be sought under NDEA to establish a library of such kits to be made available on loan.

Recommendation

It is recommended that the Board approve the principle as outlined in Tettemer's recommendations (for the establishment of said library), and that the staff be authorized to proceed to attempt to secure a contract under Title VII of the NDEA to establish the library as outlined in Tettemer's recommendations.

NAEB BOARD OF DIRECTORS
Meeting of April 29, 1961
Columbus, Ohio

Enlargement of Newsletter

For some time the staff has been considering the possibility of enlarging the Newsletter to 32 pages and making a regular magazine out of it. This magazine would include articles not quite so scholarly as those included in the Journal, would carry numerous pictures and would include advertising.

Publications Editor Betty McKenzie has been working on this problem for several months and has gathered material and information from printers and others. She submitted a detailed report to Harley and Hill in March. She was then asked to prepare a precis of this report, together with her recommendations, and submit it to the publications committee for their consideration during their meeting at the IERT.

That precis is attached herewith, and the recommendations of the Publications Committee will be presented orally to the Board.

It should be understood that to properly plblish such a magazine as is envisioned the editorial staff would have to be enlarged and perhaps an agency would have to be found willing to undertake the selling of advertising.

It would likely result in a sizeable deficit the first year or two of operation - perhaps $7,000 a year, or more.

Recommendation

Appreciating the time spent by Betty McKenzie, and respecting her judgement as an editor, it is still felt that this proposal has merit and herewith request the Board's approval to explore the matter further and, if conditions warrant, to publish such a Newsletter for at least one year, while continuing to publish the Journal, but on a quarterly basis.

NAEB BOARD OF DIRECTORS
Meeting of April 29, 1961
Columbus, Ohio

Network Duplication Equipment

The attached memorandum, prepared by Bob Underwood, is self-explanatory.

Recommendation

It is recommended that the Board approve the procedure and expenditure outlined by Underwood in his recommendation. (This item has been included tentatively in the budget, shown elsewhere in this agenda).

NAEB BOARD OF DIRECTORS
Meeting of April 29, 1961
Columbus, Ohio

Possible Acquisition of Building for Headquarters

At the present time the NAEB pays monthly rent in Washington of approximately $350 (this is an average of the first seven months' of occupancy and has varied from time to time depending on extra projects, etc.) for space that is really not adequate.

The staff has felt that this money might better be used as monthly mortgage payments on an NAEB building, if one could be found which did not require too large a down payment.

Attached is a copy of some information prepared for us by a real estate agent. The buildings listed, which are merely examples of what might be available, vary in size, location, need for reparis, etc., but they will still provide some rough information for purposes of consideration. Actually, in some of the larger buildings which might be acquired, it might be possible to rent out quite a bit of space to others.

No buildings have yet been investigated, because it was felt that to do so would be a waste of time until the Board reacted to this proposal.

Recommendation

It is recommended that the Board of Directors authorize the staff to explore thoroughly the possibilities of purchasing a building in Washington for the NAEB. It is further recommended that the Board authorize the Executive Committee to act with full authority in the matter of acquiring any such building, should the Executive Committee feel that such a purchase is advisable after full exploration by the staff.

Agenda Item #10

NAEB BOARD OF DIRECTORS
Meeting of April 29, 1961
Columbus, Ohio

Proposal for a Revised Network Fee Structure

Attached is a proposal prepared by Len Press which is self-explanatory. However, it does not include a schedule of fees, nor an explanation therefore. This latter information is presented below.

Network fees are currently due to be increased by 20% as of July 1, 1961. This would make the new rates: Class A (5kw and over, AM; 10kw and over, FM) - $960; Class B (1-4kw, AM; 1-9.9kw, FM) - $600; Class C (Less than 1kw, both AM and FM) - $360. Mailing and handling charges would remain the same as they are now, i.e. Class A - $100, Class B - $50, and Class C - $25. Rate for In-School programs would remain at 25% of regular rate or $2 per program, whichever is less. Limited Service (In-School, plus one hour a week of regular programming - available only to stations owned and operated by schools or school systems) would be one-half the full rate indicated above. The full service is currently approximately 10 hours of programming per week.

It is now proposed to substitute the following for the rate structure outlined above:

The 20% increase in rates would not be imposed. Instead, the number of hours of programming regularly offered would be reduced to five hours per week. Rates would then be (as they have been this year): Class A - $800, Class B - $500, Class C - $300.

In addition to the five hours of programming offered for the basic rate, the Network would continue to offer (in each quarterly offering) a few hours of programming (perhaps up to five additional hours per week, but not necessarily) which the stations could buy at $1.00 per hour, or fraction thereof. These programs would be made up of the same kind included in the regular offering, i.e., programs provided by member stations, by overseas broadcasting systems, resulting from grants-in-aid, etc., -- programs which do not cost the Network any money to procure.

The most important additional feature, however, would be the offering, as such programs could be procured, of truly outstanding programming for which the Network would have to pay a fee. For example, the Network has been offered programs, for a fee, by the CBC - a special series of four, one-hour programs (for a fee of $1000), and the CBC Wednesday Night drama (for a fee which would perhaps range from $650 to $850 per hour). And there are other such sources of programming. These programs, when available, would be included in the quarterly offering, and the cost thereof pro rated among the stations taking the program. Therefore, if the programs first mentioned above were obtained from the CBC, and 50 stations

ordered them, the cost would be $20 per station for the four hours of programming, or $5 per hour. Naturally, the cost to each station would depend on the number of stations ordering, but the offering would be so devised as to indicate how many stations would have to order so that a certain price might be obtained. The details of this system can be readily worked out, and if, as would sometimes be the case, not enough stations ordered such a series, it would not be possible to offer the series due to the prohibitive cost.

However, the important point is that such a system will provide a means for stations to procure truly outstanding programs (perhaps in the place of some of the "routine" programming offered over and above the basic five hours), whereas the present system of network fees does not so provide.

If the Network is to grow in strength and stature, we must not complacently accept "routine" programming to the exclusion of all else. The proposed system would enable stations to make a wider choice than they now enjoy; the reduction in the number of hours offered in the basic system would require the Network Acceptance Committee to be more selective than they now are when choosing the basic offering.

To simplify bookkeeping there would be no change in the present mailing and handling charge, but it would include any and all tapes, from anyone of the three categories, which a station might order.

The "sliding scale" of rates would apply only to the basic rate; on all additional programming, both "routine" and "special" all member stations, regardless of size would pay the same amount.

The stations subscribing to the limited service (as described above) would continue to pay the rate they now pay. New Network stations (which are allowed to join the Network at half-rate the first year, three-fourths the second year, and full fee starting the third year) would still enjoy the same advantage so far as the base rate is concerned, but such a reduction would not be applicable to programs ordered over and above the basic five hours.

If they do not so order, the Network will not suffer financially because there will not be the outlay for tapes, duplication, shipping, etc., and even though the total income will be lower, so will the resultant expenses.

It may appear that, since the same income will be derived if stations average seven hours of programming a week, the stations are being penalized because (if the flat 20% increase is adhered to) they could get ten hours of programming for the same price. Such is not the case for two reasons. In the first place, most stations order an average of only six or seven hours of programming a week now, from the available ten hours. In the second place, many stations now order programs they are not sure they intend to use, simply because they can get ten hours for the same price as five, or less. This results in Network expenses from duplication, tapes and shipping for programs which are not then used by the ordering stations. The system outlined above will cause the stations to be more selective in their program choices, thus reducing the wasteful practices now in effect.

In order that stations may have a chance to audition programs which are offered over and above the basic five hours, they will be given an opportunity to buy audition tapes for $1, with this $1 being applied to the cost of the series if it is ordered.

"Specials" which are now offered free to the Network from time to time will still be made available on the same basis, i.e., free.

It is our belief that the proposed system will also result in a higher grade of programming at the stations because station managers and program directors will be more apt to listen to the programs they are getting from the Network. Under the present system they are paying for ten hours whether they use it or not, or whether it is good programming or not. Under the proposed system they will insist that the five hours of programming they receive in the basic offering be top-notch, and this will cause the Network and the Network Acceptance Committee to be more discerning in their selections. In the second place, the managers and program directors will pay more attention to those programs for which they must pay the additional fee, over and above the basic fee.

It should be pointed out that the budget (Agenda Item #12) for 1961-1962 is based on the income to be expected if the flat 20% increase is instituted. This for two reasons - first it would be unwise to prepare a budget based on an income plan which is merely in the proposal stage; secondly, without experience it is difficult to estimate with much degree of accuracy what the income will be from the sale of programs over and above the basic five hours, and to estimate what the cost of programs purchased under such a plan would be. However, it is safe to assume that the Network will be as safe financially under the proposed system as under the 20% increase because of the reduction in expenses which we know will occur with the reduced number of hours automatically offered in the basic service.

It is our plan, if the above system is approved, to work out details of an additional financial structure which would permit the sale of some sort of Network service to commercial stations and to NAEB Associate members for use on commercial stations.

Prior to this Board meeting the above information and the attached were made available to the Network Acceptance Committee, the Network Planning Committee and the NAEB Radio Board, through their respective chairmen. The two committees met and considered this proposal carefully and passed their recommendations on to the Radio Board. The Radio Board then considered the matter and will present oral recommendations at the time of the Board meeting.

Staff Recommendation

It is recommended that the Board approve the new Network fee structure as outlined above, with any minor modifications which might be necessary purely for administrative purposes. It is further recommended that the Board approve, in principle, the matter of establishing a system whereby programs could be sold to commercial stations and to NAEB Associate members and authorize the staff to proceed with such establishment and implementation.

MEMO

To NAEB Board of Directors, and staff

From: Frank E. Schooley, Chairman, Publications Committee

Re: NAEB Publications

The memo is written after a meeting of the Publications Committee. It is not suggested that this memo represents a unanimous decision in a formal way, but rather the reasoned conclusions of the chairman after the meeting.

This is a vacuum....there is no present publication that fills the needs of education with special emphasis on the uses of radio and television for educational purposes, either formal or informal, or both. There is no one publication that now serves the needs such as a popular R-TV educational journal.

If changes are to be made, and made by NAEB, then the following elements should be considered:

Possible publication needs:

a. NAEB NEWS LETTER. This publication should be published weekly, semi-monthly, or monthly, depending upon the ability of NAEB to finance. It should be the present NAEB Newsletter and the Washington Report combined into one. Basically, its pages should be limited to four for most issues. It should be oriented to the highlights of R-TV news, with emphasis on station operations, government functions, government, and association relations. It should be limited to these general areas.
It should be published anddistributed primarily for the and to the station operated membership. Consideration might well be given to a limited distribution, such as to active instutional members. It's contents should all be objective reporting of facts.

It might well be reproduced with offset printing, based upon typewritten copy if this method is the most effcient and economical.

b. (1) The NAEB QUARTERLY, or (2) The EDUCATIONAL BROADCASTING QUARTERLY, or (3) The EDUCATIONAL RADIO-TELEVISION QUARTELYY

I lean toward the EDUCATIONAL RADIO-TELEVISION QUARTERLY because it carries a signficance beyond NAEB, it is not limited to the "broadcastin_" uses of radio and television.

It's contents should be of the scholarly types, with contents primarily limited to research reports, studies, and unanswered problems and needs of education in the use of the media.

c. (1) The NAEB JOURNAL, or (2) The Educational RADIO-TELEVISION JOURNAL, pubished by NAEB. I lean toward the latter title because of the broader implications as earlier indicated.

This might be the "popular" magazine in the field reporting

the happenings in educational needs, wants, desires, activities in the use of the media or possible uses of the media for educational purposes. It could contain reports of activities on all fronts, present the pros and cons, present findings and opinions, present the editorial views, present the philosophies and mundane facts. It could and should be of interested to all interested persons in and outside the formal academic ranks.

This might be the monthly publication.

The QUARTERLY and the JOURNAL might well contain advertising if advertisers are found. The NEWS LETTER should never contain advertising.

If a third publication is undertaken then certain other consideration should be given to the total problems:

a. The nature of each should be well defined.

b. The contents or each should be pre-determined, and then the policies governing contents should be strictly adhered to.

c. The formats should be predetermined and strictly adhered to in the exploratory-experimental era.

d. The probability of financial success should be made and estimated before jumpting. The history of such publications should be studied. The good or harm to NAEB should be considered. The availability of advertising from advertisers should be considered. There are many publications in the field which have difficulty.

e. The Committee feels that an experimental issue of this third publication would be a reasonable undertaking, and some members of the Committee would really urge the step.

f. Some members of the committee are apprehensive about the lomg range financial stabilityof the expanded publication consideration. I believe none are strictly opposed, although most members recognize the existeance of the vacuum.

A footnote on the NEWS LETTER. It should be more like the NAB Member Service and NAB Highlights published for the ~~XXXXX~~ going-information of members. It needs more government information on a day-to-day, week-to-week basis.

4-27-61 This memo checked by
D Emery
Sulzer
Tyler
(POST HAZARD)

STATUS REPORT - INTERNATIONAL ACTIVITIES - 4/21/61

New Projects

1. Both OCDM & OEEC are being contacted with a view to their financing the translation and lip sync dubbing of certain program series which could be helpful on an international basis.

2. So far unapproached African Countries are being contacted, at top levels. Althought we have been in touch with certain representatives of the Africa Radio Union (Morocco, Tunisia, UAR?, Ghana, Guinea & Libya) Countries, little concentration has been placed on the Northern African countries. Recently we have learned of their extreme interest in TV and have been in touch with some of their key government officials, although they were not in the Education/Communications Field. They have asked to put us in touch with the appropriate officials as soon as possible, since they say there is a desire for prompt action. Morocco is most interested, with Tunisia and Libya. Morocco, particularly, says they have the funds to pay for services.

3. The Cameroons are anxious to have TV and are not involved with any other European Broadcasting Systems. It is my understanding this is also true for Dahomey, as well as Sierra Leone. Vince Checchi will looks into this on his trip to Ghana and Nigeria. A memo,with recent information from those countries, will be forwarded soon. (Louis Pinto, Ambassador from Dahomey).

4. Nigeria had been thought to already have a semi-commercial TV and Radio of their own alongside the federal regional service of Nigerian Broadcasting Company, which is non-commercial. But recently understand that they want to do more and surpass Lagos and Ibadan. Nearly 20 Nigerians have made application to the American Consulate and Attorney General's Office for permission to study here in contemplation of expanding their radio and TV facilities.

(At the African Resources Institute in New York, March 27,28, I talked with Jaja Wachuku (Chairman, Nigerian Delegation to UN) who, along with F/J/ Ellah, Nigeria Consulate General assured me that their first interest was in education and that they would be more than pleased to consider NAEB's help in educational programming. This will be followed up here and in Nigeria. (Tape letter with copy for Harold of materials request sent 4/18.))

5. A $2.3 million training center for Telecommunications will be built in Malaya so that 250 trainees (on a regional basis) can be taught the latest in Telecommunications techniques. Through Francis Colt De Wolf,it is thought possible that NAEB might have a part in the Radio/Tv aspects of training.

6. Most of the recent concentration has been on the African countries. However, in the last few weeks the Middle East has come in for much attention along the communications front.

ABPT and others have invested in a minor financial way in Lebanon and Jordan. Already there are many concerns about the commercial aspects. I am told that a reputable organization with ability and concern in the educational area could be most helpful. (Lebanon currently has two TV stations.)

A letter from a Mr. Harry Zinder to Ralph Steetle dated 1/25/61 spoke of a survey team from the United Nations to assess the possibilities of educational TV there. The two-man team was to be there from 4 - 6 weeks beginning in May. Already there is much fear that this will be too lightly a look into what could be one of the most effective ways Israel could have of educating her heterogenous population. (Two prominent Israelis have offered help and introductions to the Cabinet people involved. They were not directly involved but were in the Parliament, or key officials.)

They say the Government is absolutely dedicated to a positive plan of education by TV. As soon as possible.

It is also understood recently that Cyprus, which has had TV since 1957, is contemplating expansion in this vein - as part of its all-over development program.

Cairo has the big TV station in the Middle East, as you know. (There are currently three under construction at Alexandria, Mansura & Assuan.) Also they are linked with Syria. The UAR & SYRIA have just been granted a loan of $1.3 million from the Development Loan Fund for telecommunications improvement. The procurement of equipment and SERVICES will be from the U/S/

Greece wants to have a Government system in conjunction with a receiver plant. So, we understand, does Turkey. Both countries will be contacted by me on this trip.

7. South America has been relatively ignored with the exception of Honduras (and a couple of others who have written us specifically) because of the tendency of the new stations there to eagerly become associated with commercial endeavors. ABPT has been particularly been active there, as have others. Ecuador, Venezuela and Argentina have particularly participated. However, other countries like Bolivia - less developed - are concerned about education. Even Argentina (which already has six stations in operation) has educational aspirations for the other 26 (twenty-six) channels soon to be allocated to the provincial cities.

Most importantly, under the auspices of the OAS, an estimated $232 million Inter-American Telecommunications Network is contemplated....which will include broadcasting and TV.

8. Television and the formation of an Eastern Caribbean public service network is to be established in the West Indies, pending approved attention to educational need. Radio stations will be started in Antigua, Barbados, Jamacia, St. Lucia, St. Vincent and Trinidad under federal control with particular respect to be placed on public need. (Last September we had understood that some, especially St. Lucia, would be semi-commercial and not particularly interested in education. Due to certain "back-firing" in surrounding communities , the reverse seems to be true.)

9. On the national front, we are checking into the possibility of a paid series describing the activities of the Stock Exchange.

Continuing Projects

10. Contacts and ideas proceed along the Nutrition Information Program referred to in earlier memos.

11. In regard to AMA, Dick Rhineheur (sp?) called me from Chicago two of three days before I left. He seemed to be under the impression that we were to present a written proposal for a radio and/or TV series. It was my impression we were to meet and discuss the possibility with just a rough proposal. Harold Hill was going to Chicago on other business and agreed to track this down. If such should be the case, perhaps Len Press could rough out a series before he leaves. (Dick informs me AMA is quite unhappy with MEDICAL MILESTONES. The Center has farmed it out and the first three scripts have been rejected.) He says they have plenty of money for such informational programs. We should follow up on this quickly.

12. Training & Programming project plan being drawn up by members of International Relations Committee. Hopefully, this can be polished in Columbus for written proposal to present to various agencies. (ICA, USIA, STATE, AG, SBA, Commerce, etc.) Committee must determine actual costs, then over-ride can be established.

13. Recruitment has not been pushed since local ability to handle currently already strained. More time must be devoted to this along with a greater awareness of the importance of two year contract agreements.

14. Comprehensive research and development program must be consistently encouraged and pushed, as well as our particular capabilities, until contract or contracts are let.

INTERNATIONAL ACTIVITIES 4/21/61

15. Indonesia project awaiting change in PIOT.

16. Ad Hoc direct grant in regard to communications problems awaiting further developments. NAEB current or new President to review various possibilities.

17. Ghana Broadcasting continues to show promise. Vince Checchi back on another trip to follow up on initial proposals. Meetings in Washington and elsewhere favorable.

18. International TV Symposium at Montreux, sponsored by ITU, has twenty new African countries who have joined.

19. (See Checchi memo to Board of NAEB, October, 1960, San Francisco.) Recently Development Loan Fund has made grants for Telecommunications systems, INCLUDING radio and TV. Formerly these could only be made for telephone, telegraph, etc.; not for broadcast purposes. Although this does not specifically aid NAEB, per se, the residual benefit will have to be to have need of developmental personnel.

NAEB HEADQUARTERS
1346 Connecticut Avenue, N.W.
Washington 6, D.C.

MEMORANDUM

TO: NAEB Board of Directors

FROM: Harold E. Hill

DATE: June 5, 1962

The luncheon period on the first day of our convention this fall has been set aside for the directors to meet with their constituents. (You will recall that we are trying a new format this year whereby the Board will meet on Sunday, ahead of the convention, but will only discuss, and not vote on, issues which they would like to take up with their members. Then the Board will meet again on Thursday, the day following the convention, to dispose of such matters.)

The period from 12:15 to 2:45 is available to you to hold your meetings (which will be, in effect, Regional business meetings), and you may include luncheon or not, as you deem advisable. You may prefer to let your people eat "on their own" and not start your meeting until, say, 1:00 p.m., or you may wish to have a luncheon meeting. We have reserved meeting rooms at the hotel for your use in this regard, and, if you decide to hold a luncheon meeting, we will arrange with the hotel to serve the same luncheon to all of the groups desiring it.

We presume that the Radio and TV Director of each region will confer to work out details of their own meeting. In addition, if Christiansen and Weld would like to hold a separate meeting for Associate members, and Skornia would like to hold a separate meeting for Individual members, space can be provided for that, too. However, the latter three may decide that it would be preferable to have the Associates and/or Individual members meet with their respective regions, or not at all.

The Directors will be responsible for notifying their constituents and for planning their own meetings. However, if you would like for notices to be sent out from the mailing center in Urbana, we will be happy to do this for you if you will send the copy to the Urbana office. And, as indicated, if you want to have a luncheon, we will make the food arrangements with the hotel.

In order for the staff to plan properly, there is certain information we will need fairly soon. Therefore, will you please let me know not later than July 1 whether or not you want to include a luncheon (each member to pay for his own meal, of course) and you best estimate as to how many you might expect at the meeting. Weld, Christiansen and Skornia should let me know whether or not they want to hold meetings and, if so, the same information about luncheon and number expected.

Then, not later than September 1, I will need a firm figure as to how many you will expect. This may be merely a more educated estimate if you do not plan a meal, but needs to be fairly accurate if you do intend to have the luncheon because we will have to tell the hotel how many meals to plan on.

HEH/mlm

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
1346 Connecticut Avenue, N.W.
Washington, D.C. 20036

MEMORANDUM

To: Executive Committee of the NAEB Board of Directors

January 12, 1966

I have attached some background material for the Executive Committee meeting scheduled January 20-21, 1966, in Washington at the Dupont Plaza Hotel.

The staff has held lengthy and productive meetings that were stimulated by the recommendations of the Arthur Young and Company report, and we look forward to reviewing with you a number of our suggestions for further steps.

The agenda for the meeting, a copy of the Arthur Young and Company report, and information concerning the proposed revision of the current budget, and a proposal for 1966-67 are included for your study before the meeting.

I look forward to seeing you next week. If any additional arrangements need to be made for your trip here, please let me know.

William G. Harley
President

JAF:sc

AGENDA

EXECUTIVE COMMITTEE MEETING
Dupont Plaza Hotel, Washington, D. C.

Thursday-Friday, January 20-21, 1966

9:00 a.m.

1. Report of the President
2. Review of Arthur Young and Company Report
3. Proposed Revision of 1965-1966 Budget
4. Proposed Budget for 1966-1967
5. Dates for Spring Meeting of the N.A.E.B. Board

AGENDA FOR 12:30 P.M. LUNCHEON

1.	Carnegie Commission on Educational Television	Mr. Fletcher
2.	Field Consultant Workshop of the National Project for the Improvement of Televised Instruction	Mr. Bell
3.	Johnson Foundation Radio Seminar	Mr. Sandler
4.	Implications of Current Federal Legislation for Educational Radio-Television	Mr. Marquis
5.	Foundation Relationships	Mr. Nelson

BACKGROUND INFORMATION FOR JANUARY 20-21 MEETING

1965-1966 BUDGET

As you recall, the revised 1965-1966 budget which the Board approved at its October, 1965, meeting provided for the transfer of some $1,260.78 to the reserve fund at the end of the fiscal year. This was accomplished in spite of expenditures in the last 18 months of nearly $11,000 for extra-ordinary legal and accounting fees. In addition to these expenses, the recent re-organization at USOE has resulted in delays in our obtaining anticipated contracts which will cost us approximately $9,000 in unrealized overhead.

In spite of these problems, we had every confidence that we could end the current fiscal year without incurring a deficit. Without any additional changes it would still be possible to do so.

However, the accounting study just completed by Arthur Young and Company strongly recommends that we put our accounting system on an accrual basis and that we begin to bill our members on a fiscal rather than calendar basis. Both of these ideas had been discussed by the staff and had been considered advisable.

(In recent years the NAEB has operated on a cash basis. Therefore, any money received during a given fiscal year was credited to that year's income and expended within that fiscal year. Thus, dues billed and received in January, although intended to cover the ensuing claendar year, were considered income for the fiscal year starting the previous July.)

Now we are changing to an accrual system and will be billing members on a fiscal basis beginning July 1, 1966. Therefore, the billings for this January can only be for one-half year's dues. Thus, while the annual income from institutional dues is approximately $50,000-$55,000, billing for only one-half year will result in our having approximately $25,000 less income from institutional dues during the current fiscal year.

Immediately upon receipt of the Arthur Young and Company recommendation, the executive staff began a series of meetings to study possible courses of action to meet this shortage. Several decisions have already been made:

1. No further loans to either the Instruction Division or the Individual Member Division are to be made beyond present commitments. These advances, carried as accounts receivable on the books of the Corporation, to date total approximately $13,000. The Instruction Division has already established a budget and instituted a Division fee, and the staff will present a proposal at the meeting for an Individual Member Division fee.

2. Three staff psoitions have been temporarily eliminated, one of which had been paid for by a loan to the Individual Member Division. The other two are in the Office of Research and Development. This will result in a cash saving of $7,800 by the end of the fiscal year.

3. Staff reductions make possible a reduction in rent for office space. ($900 annually)

These savings, plus other minor modifications on our operating budget, will enable us to reduce the $25,000 deficit to approximately $16,000. If we add to this anticipated deficit of $16,000 the $13,000 already advanced to the Individual Member Division and the Instruction Division, our actual operating cash position as of June 30 would be nearly $30,000 short of requirements..

In order to avoid borrowing from divisions or projects, we have explored the possibility of a bank loan to take care of this cash shortage until a plan that will be reviewed at the meeting can bring us additional revenue. We shall cover not only the matter of a deficit, but also the need to build up the reserve for known contingencies such as increased rent and possible change in location.

Our bank has indicated a willingness to lend us money only on a short term basis (60-90 days) unless the loan is secured. Since we always have advance funds from projects and divisions invested in Certificates of Deposit, the bank has suggested that we use a $30,000 Certificate of Deposit as collateral for a $30,000 loan at 6 per cent interest, the repayment of which can be on any basis we desire. To retire this loan, interest and repayment of principle could be budgeted over the next five or six years or longer.

We have a proposal, however, which hopefully would permit us to repay the entire loan within the next year. The Executive Staff will discuss in detail at the Executive Committee meeting a recommendation that the Association mount an intensive campaign to raise $30,000 in the next 12 months.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

PROPOSED
REVISED BUDGET 1965 - 1966*

SUMMARY

	Present Budget	Proposed Revised Budget
Income	$205,300	$186,055
Expenses	205,300	201,869.22
	$ -0-	$(15,814.22)

INCOME

Membership Dues	$ 86,325	$ 62,025
Sale of Albums	4,000	5,000
Convention	44,600	52,675
Overhead	56,685	54,165
Publications	6,490	6,490
Placement	1,500	1,500
Miscellaneous	5,700	4,200
	$205,300	$186,055

EXPENSES

Salaries & Wages	$117,095	$110,175
Travel & NAEB Meetings	10,600	10,600
Supplies & Expenses	25,035	22,755
Public Relations	4,900	4,100
Consultants	10,100	10,100
New By-Laws	1,059.22	1,059.22
Convention	21,350	26,825
Publications	13,900	16,255
To Reserve Account	1,260.78	-
	$205,300.00	$201,869.22

* The budget approved by the Board for 1965-66 provided for separate budgets for Convention, Publications & Placement, with only the net profit or loss from each transferred to the G.A. budget. The Arthur Young & Co. report recommends that this separation not be maintained in the future, but that gross income and gross expenses for such operations be included in the G.A. budget. Therefore, since the 1966-67 budget has been prepared in line with this recommendation, the 1965-66 budgets have been adjusted to reflect gross figures - to facilitate comparison.

For your information, the totals below are the original net figures. In other words the $145,400 represents the budget approved at Columbus and modified slightly at the Convention.

	Present Budget	Proposed Revised Budget
Income	$145,400	$120,680
Expenses	145,400	136,494.22
	$ -0-	$(15,814.22)

GENERAL ADMINISTRATION - INCOME

	Present Budget	Proposed Revised Budget
Income From Membership		
Individual Members	$ 19,400	$ 19,400
ETS Membership	22,000	14,300*
NER Membership	17,000	8,500*
Instructional Division Membership	15,500	8,525*
Institutional Affiliates	2,200	1,075*
Associates	10,225	10,225
	$ 86,325	$ 62,025*
Income From Sale of Albums	$ 4,000	$ 5,000*
Income From Convention	$ 44,600	$ 52,675*
Income From Overhead		
NER Administrative Fee	$ 4,040	$ 4,460*
ETS Administrative Fee	6,315	6,315
Instructional Division Adm. Fee	-	440*
Utilization Project	2,000	2,000
ECS Project	6,235	6,235
Samoa Project	8,215	8,215
Library Foundation Project	1,500	1,500
NPITI	22,000	22,000
Research Library Project	3,380	- *
Miscellaneous Projects	3,000	3,000
	$ 56,685	$ 54,165*
Income From Publications	$ 6,490	$ 6,490
Income From Placement Service	$ 1,500	$ 1,500
Miscellaneous Income		
Income From Contributions	$ 2,000	$ 2,000
Income From Investment Interest	3,500	2,000*
Miscellaneous Income	200	200
	$ 5,700	$ 4,200*
TOTAL INCOME	$205,300	$186,055*

* Indicates change

GENERAL ADMINISTRATION - EXPENSES

	Present Budget	Proposed Revised Budget
Salaries and Wages		
President - Harley	$ 22,200	$ 22,200
Vice President - Hill	16,000	16,000
Asst. Dir., Res. & Dev.	3,665	2,250*
Secretary to President	6,300	6,475*
Asst. to V.P. & Conv. Coord.	6,000	6,175*
Secretary to Vice President	3,600	3,150*
Secretary, Res. & Dev.	975	570*
Receptionist	3,900	3,575*
Bookkeeper I	6,000	6,000
Bookkeeper II (50%)	2,400	2,400
Staff Asst. - Memb. & Publ.	4,980	4,980
Staff Asst. - Conv. & Place.	4,200	4,200
Assistant to President	13,500	11,915*
Secretary to Asst. to Pres.	5,700	3,420*
Hourly Help	500	200*
Editor	9,000	9,000
Employee Benefits	8,175	7,665*
	$117,095	$110,175*
Travel and NAEB Meetings		
Executive Committee and Directors Meetings	$ 3,500	$ 3,500
Officer and Staff Travel	6,900	6,900
Regional Meetings	200	200
	$ 10,600	$ 10,600
Supplies and Expenses		
Mail, Express, Freight	$ 2,600	$ 2,400*
Office Supplies	3,325	3,425*
Telephone and Telegraph	4,225	4,150*
Equipment and Repairs	2,250	1,725*
Periodicals, Books, etc.	250	350*
Rent	9,685	8,495*
Insurance	500	500
Personal Property Tax	200	110*
Auditing Fees	500	600*
Albums	1,500	1,000*
	$ 25,035	$ 22,755*
Public Relations		
Promotion - Membership	$ 1,500	$ 1,200*
Promotion - General	300	300
Membership in Other Orgs.	2,100	2,100
Development	1,000	500*
	$ 4,900	$ 4,100 *

EXPENSES, Continued

	Present Budget	Proposed Revised Budget
Consultants		
Legal Counsel	$ 6,600	$ 6,600
Management Consultant	500	500
Accounting Survey	3,000	3,000
	$ 10,100	$ 10,100
New By-Laws	$ 1,059.22	$ 1,059.22
Convention	$ 21,350	$ 26,825*
Publications		
Publ. & Dist. - Journal	$ 10,000	$ 12,055*
Publ. & Dist. - Newsletter	2,400	2,700*
Misc. Publications	1,000	1,500*
Washington Report	500	- *
	$ 13,900	$ 16,255*
To Reserve Account	$ 1,260.78	$ - *
TOTAL EXPENSES	$205,300	$201,869.22*

1966-1967 BUDGET

Obviously, in the consideration of our fiscal situation, we must look beyond the current year. Therefore, we have attempted to establish a realistic base for fiscal 1966-67 in light of the problems already discussed.

Increase in Dues

Continuing at a reduced staff level and paring other expenses, we can balance our budget and provide for a modest surplus at the end of the year if we increase institutional dues. Two alternatives for accomplishing this will be presented at the meeting.

Such an increase is not deemed by the staff to be merely an expedient in the present crisis, but is considered a logical step, long contemplated, toward more realistic self-support. In recent years, we have been able to survive only because each year we have realized between $40,000 and $50,000 in overhead from projects. This is not a realistic basis for a sound fiscal policy. The shortages we have had just this year due to the re-organization of USOE support this argument.

The staff feels that the only firm fiscal basis upon which we can operate is to provide for adequate income through relatively fixed sources: dues, sale of publications, convention, and other miscellaneous sources, and not rely on project overhead.

Research and Development

It is our belief that the only way the NAEB can continue to grow, and at the same time serve not only its members but the educational community at large, is through the establishment of a soundly based Office of Research and Development. As a beginning, we are recommending that a portion of the overhead from future contracts accrue to the Office of Research and Development, and eventually that the only income from projects to the general administration budget be in the form of an administrative charge against the Office of Research and Development. In future years we believe that a realistic financial basis for research and development services would also include a certain allocation each year to that Office from the general administration budget and the budgets of the various divisions.

While we realize that financial restrictions have prevented our preparing a near ideal budget, we feel that we must pare all expenses as far as possible until income justifies rebuilding our staff and expanding our services to the level we feel our membership requires.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

PROPOSED BUDGET 1966-67

SUMMARY

	Revised 1965-66 Budget	Proposed 1966-67 Budget
Income	$186,055	$206,080
Expenses	201,869.22	206,080
	$(15,814.22)	$ -0-

INCOME

Membership Dues	$ 62,025	$ 95,250
Sale of Albums	5,000	4,500
Convention	52,675	52,675
Overhead	54,165	46,460
Publications	6,490	6,595
Placement	1,500	---
Miscellaneous	4,200	600
	$186,055	$206,080

EXPENSES

Salaries & Wages	$110,175	$110,730
Travel & NAEB Meetings	10,600	11,700
Supplies & Expenses	22,755	23,775
Public Relations	4,100	4,400
Consultants	10,100	11,300
New By-Laws	1,059.22	---
Convention	26,825	26,375
Publications	16,255	15,000
To Reserve Account	---	2,800
	$201,869.22	$206,080

INCOME

	Revised 1965-66 Budget	Proposed 1966-67 Budget
INCOME FROM MEMBERSHIP		
Individual Members	$ 19,400	$ 19,400
ETS Membership	14,300	27,600
NER Membership	8,500	18,700
Instructional Division Membership	8,525	17,050
Institutional Affiliates	1,075	2,250
Associates	10,225	10,250
	$ 62,025	$ 95,250
INCOME FROM SALE OF ALBUMS	$ 5,000	$ 4,500
INCOME FROM CONVENTION		
Exhibits	$ 27,000	$ 34,125
Registration	18,200	11,200
Functions	7,475	7,350
	$ 52,675	$ 52,675
INCOME FROM OVERHEAD		
NPITI	$ 22,000	$ 27,500
ECS Project	6,235	2,080
Samoa Project	8,215	4,010
Utilization Project	2,000	---
Library Foundation Project	1,500	---
Research Library Project	---	---
Miscellaneous Projects	3,000	---
NER Administrative Fee	4,460	4,630
ETS Administrative Fee	6,315	7,350
IMD Administrative Fee	---	500
Instructional Division Administrative Fee	440	390
	$ 54,165	$ 46,460
MISCELLANEOUS INCOME		
Income from Contributions	$ 2,000	$ 500
Income from Investment Interest	2,000	---
Miscellaneous Income	200	100
	$ 4,200	$ 600

EXPENSES

		Revised 1965-66 Budget	Proposed 1966-67 Budget
SALARIES AND WAGES			
President		$ 22,200	$ 22,200
Vice President		16,000	16,000
Director, R&D	(1)	---	---
Assistant Director, R&D	(1)	2,250	---
Secretary to President		6,475	6,600
Asst. to V.P. & Conv. Coord.		6,175	6,300
Secretary, R&D	(1)	570	---
Secretary to V.P. (8 mo.only,1965-66)		3,150	5,400
Staff Asst.-Conv. & Placement	(2)	4,200	4,800
Receptionist		3,575	3,900
Bookkeeper I	(3)	6,000	6,600
Bookkeeper II	(3)	2,400	5,400
Staff Asst.-Membership & Publ.	(4)	4,980	---
Assistant to President	(5)	11,915	12,140
Secretary to Asst. to President	(6)	3,420	4,500
Hourly Help		200	500
Editor	(7)	9,000	7,500
Employee Benefits	(8)	7,665	8,890
		$110,175	$110,730

FOOTNOTES

(1) R&D personnel to be employed only if they can be supported by projects.

(2) Assumptions
- A. Placement function and cost to be assumed by IMD
- B. This position will provide general clerical help, particularly membership records, office supplies, convention, etc.
- C. Yasmine Mirza will leave this fall and it will require higher salary to get anyone nearly so competent

(3) Must increase bookkeeping staff (number &/or competence). A. Young report recommended total of $14,000, but $12,000 indicated here should suffice.

(4) Dotty Templeton's "non-publication" duties have been absorbed in changes indicated above. (Re publ., see Note 5)

(5) Total salary: $13,500; balance from projects.

(6) Total salary: $5,700; balance from projects.

(7) Assumption: Journal to be edited in some "university community," as a three-quarter time job (hopefully with at least part-time clerical help when financially possible -- not included in this budget).

(8) Total Emp. Benefits now average approx. 7.5%; new social security rates, plus slight increase for retirement, require raise to 9%.

TRAVEL & NAEB MEETINGS		
Executive Committee & Directors' Meetings	$ 3,500	$ 3,200
Officer & Staff Travel	6,900	8,000
Regional Meetings	200	500
	$ 10,600	$ 11,700

EXPENSES (continued)

	Revised 1965-66 Budget	Proposed 1966-67 Budget
SUPPLIES & EXPENSES		
Mail, Express, Freight	$ 2,400	$ 2,650
Office Supplies	3,425	3,550
Telephone & Telegraph	4,150	4,500
Equipment & Repairs	1,725	2,000
Periodicals, Books, etc.	350	500
Rent	8,495	8,575
Insurance	500	500
Personal Property Tax	110	100
Auditing Fees	600	---
Albums	1,000	900
Miscellaneous	---	500
	$ 22,755	$ 23,775
PUBLIC RELATIONS		
Promotion - Membership	$ 1,200	$ 1,500
Promotion - General	300	800
Membership in other organizations	2,100	2,100
Development	500	---
	$ 4,100	$ 4,400
CONSULTANTS		
Legal Counsel	$ 6,600	$ 6,600
Management Consultant	500	500
Accounting Consultants	3,000	4,200
	$ 10,100	$ 11,300
PUBLICATIONS		
Publ. & Dist. - Journal	$ 12,055	$ 10,000
Publ. & Dist. - Newsletter	2,700	3,000
Miscellaneous Editorial Exp. - Newsletter	---	1,000
Miscellaneous Publications	1,500	1,000
Washington Report	---	---
	$ 16,255	$ 15,000
NEW BY-LAWS	$ 1,059.22	$ ---
CONVENTION		
Exhibit Expense	$ 8,250	$ 10,825
Functions	11,500	10,150
Program Expense	1,500	1,150
Staff Living Expense	1,000	750
Operating Expense	1,000	500
Insurance	575	500
Printing	2,000	2,000
Miscellaneous	1,000	500
	$ 26,825	$ 26,375

Mike- For your file - My report to Bd of Dir in Cyprus

Convention and Conferences

Two steps have been taken to develop a more comprehensive policy with respect to the NAEB Convention and the various conferences which the Association sponsors or hosts throughout the year. The staff has studied this matter at several staff meetings and has developed some tentative guidelines. In addition, the President is appointing a special task force, made of representatives from various segments of the membership, to work with two or three staff members in developing an overall policy for our conferences.

The staff meetings I mentioned have resulted in the identification of ~~to~~ six major areas of concern which we feel might serve as a basis for planning the content of our various meetings. These six are 1) Legislation, and its effect on educational broadcasting; 2) Changing patterns in education and the role of communications in education of the future; 3) Motivation, or how we influence people, and thus the role of communications in this area; 4) Changing technology and the interrelated use of the various communications media; 5) Personnel advancement - both pre-service and in-service training of educational broadcasting personnel, including recruitment; 6) Community service, with emphasis on how educational broadcasters can become a part of community life and play an important role therein. As we discuss the tentative outline for this fall's convention in a few minutes, you'll see that the program has been built around some of the above topics. The others are perhaps better suited for development at smaller meetings. In this way, we hope to coordinate the meetings so as to sort out activities appropriate to various meetings, and also, by using the thematic approach, be able to treat major topics in depth by having smaller meetings follow through and reinforce discussions initiated at the national convention.

You will notice I have tried to avoid the use of the words "regional" or "area" in speaking of meetings other than the convention. This is because we do not feel ready to make definite recommendations at this point. We will want to wait for the results of the deliberations of the special task force I alluded to, and will want to have more staff consideration, before we make final recommendations. However, I would like to mention several ideas that have been either discussed by staff or suggested by members.

Obviously, smaller meetings are the most important from the point of view of the individual members. These meetings give members of the professional interest sections - many of whom are not able to get to the convention - an opportunity to meet at some length and go into detail about those matters of greatest concern to them. For example, carrying out the thematic approach mentioned earlier, such meetings might concern themselves with professional advancement, their specific role in the changing educational pattern, and so on. Some people feel that these needs can be served by regional or area meetings and some have suggested that we do away with such meetings, but have, in their place, meetings of those with same professional interests. Thus, we would have, perhaps, meetings for producers and directors, meetings for graphic artists, meetings for engineers, etc. - all held separately at a location and time most convenient for that group. Others feel that meetings of these professional groups can best be held at regional or area meetings.

I have used the terms regional and area together several times. This reflects a general feeling on the part of the staff that our old, regional concept is restrictive so far as meetings are concerned. Therefore, it would be better to hold meetings to which all those within a reasonable

distance would be invited. Thus, in the recent meeting held in Chicago, attendance was not restricted to those in Region III, but was also open to members in Minnesota, Iowa, Missouri, and so on. The meeting was called the NAEB Midwest Conference, sponsored by Region III. Likewise, the recent meeting sponsored by Region II was called the Southern Conference and was open to members in Arkansas, Louisiana, and so on. In either case, if it is decided to hold such meetings, rather than smaller confernces for those with zimilar professional interests, we feel that there is a need for more frequent area meetings than we have held in the past and a need for greater involvement by the headquarters staff.

We are also reviewing the need for the special instructional television conference in light of other possibilities that now exist through the National Project for the Improvement of Televised Instruction.

The staff, and I amssure the task force that the President is appointing, will welcome any suggestions as we continue to develop the convention and conferences plans. This report indicates only the progress to date in the comprehensive study now underway.

~~HEH~~

Fld-Bd of Dirs.

Executive Directors

Mr. Harley

April 11, 1966

The schedule for the Board of Directors meeting has been revised as follows:

Wednesday, April 20, 1966

6:00--9:00 p.m.	Dinner and Meeting	Board Executive Committee and Executive Staff
9:00-10:00 p.m.	Meeting	Mr. Harley and the Executive Committee

Thursday, April 21, 1966

9:00-12:00 a.m.	Meeting	NAEB Board of Directors
12:30--2:00 p.m.	Luncheon	The Board
2:00--5:00 p.m.	Meeting	The Board

Thursday Evening and Friday Morning

Division Board meetings as you may wish to schedule them.

A tentative agenda for the Board of Directors meeting is attached. You'll note that it calls for reports from the Division Board Chairmen. These reports have not gone smoothly in the past, and I should like to modify our rather permissive practice by having you prepare a 2-3 page report that your Board Chairman can present. The report should include the following points:

a. Number of NAEB members in your Division
b. Accomplishments in the past six months
c. Recommendations to come before your Board at this meeting
d. Outline of the agenda for your Board Meeting.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

BOARD OF DIRECTORS MEETING

April 21, 1966

STATLER HILTON HOTEL, NEW YORK CITY

AGENDA

1. THE REPORT OF THE PRESIDENT — Mr. Harley

2. FINANCIAL REPORT — Mr. Moyer

3. RECOMMENDATIONS OF THE EXECUTIVE COMMITTEE — Mr. Hull

   a. Current Fiscal Year (Bank Loan)
   b. 1966-1967 Fiscal Year
      (1) Dues Increase
      (2) Research and Development
      (3) Publications
      (4) Personnel Service

4. DIVISION REPORTS

   a. Instruction Division — Mr. McIntyre
   b. Educational Television Stations Division — Mr. Schenkkan
   c. National Educational Radio Division — Mr. Burrows
   d. Individual Member Division — Mr. Suchy

5. PLANS FOR NAEB CONVENTION AND SPRING CONFERENCES — Mr. Harley

6. REPORT OF THE LEGAL COUNSEL — Mr. Jorgensen

   a. FCC Allocation Plan
   b. Instructional Television Fixed Service
   c. Copyright Law Revision

7. PROJECTS — Mr. Fellows

   a. Educational Communications System
   b. American Samoa
   c. Trinidad
   d. National Project for the Improvement of Televised Instruction
   e. Other pending projects

8. BY-LAW AMENDMENTS — Mr. Hull

   a. Convention Site Selection
   b. Appointment of Vice-Chairman to the Executive Committee

EXECUTIVE STAFF MEETING
October 19, 1964

Staff Present: HEH, VB, JA, JS, JAF, RB, CL

Hill put the following question to the staff: "Should the full board debate the matter of groups of individuals who want to align themselves with divisions other than the Individual Member Division?"

This question immediately evoked a discussion of the Music Director's petition to align with the Radio Division.

The staff felt the answer to this question was spelled out in the Constitution, i.e., all such groups should be aligned with the Individual Member Division, the president has the authority to make this decision and it is not, therefore, a matter for board discussion.

The staff recommended that the President notify the NER Board that it is not in a position to accept this group into NER membership. If the NER Board wishes to bring this matter to the attention of the full board, it may do so.

Sandler felt that the proper place for this matter to be discussed was before the full board. He did not feel this matter should be decided by presidential ruling.

Hill asked for staff's opinion on the following question: "Should those institutions wishing to be members of NAEB who have not joined a division (at least partially for monetary reasons) be provided: (1) some kind of specialized membership with NAEB, or, (2) should the divisions establish some sort of special category for them within the divisions?"

Hill pointed out that due to loss of members who could not afford division dues, NAEB had suffered approximately an $8,000 loss of revenue. Hill also pointed out that if NAEB does not provide a home for these people, someone else will.

Sandler and Appy pointed out that if NAEB provided a special institutional membership for prospective division members, the divisions would suffer and they felt the whole purpose of the reorganization would be defeated.

All agreed that in time homes for these people would have to be found, probably within the divisions, but they did not recommend setting up such categories of membership at this time.

Appy felt that in time, the divisions, if given a chance, would increase their membership and NAEB would recoup this initial loss of revenue and that he was, therefore, against giving borderline cases an "out" at this time.

Bronson pointed out that somewhere in the divisions a place must be made for these members who will never be able to afford to be full division members. Bronson stated he felt the Division Boards must be made aware of (1) the financial loss to NAEB as a whole and (2) the necessity of their assuming some responsibility for the Association as a whole.

The staff recommended Harley report these problems to the full board and point out to them that they are going to have to face up to these problems of total NAEB budget and the related problem of how to provide, most expeditiously, a membership "home" for these institutions.

Hill posed the question: "What shall we do about State Authorities?"

The staff recommended Harley ask Hull to appoint a 5-member board committee, with one representative from each division and Peterson, to study the State Commission question.

Mamet Problem

Hill asked for staff recommendation of what to do about Institutional Affiliates who feel they don't fit into this category, e.g., Mamet, Garnet Garrison.

The staff voted to endorse the letter of September 28 to Henry Mamet re this matter.

Space

Hill stated NAEB would remain in the Dupont Circle Building and would make necessary moves on or about December 1. He also passed out tentative floor plans.

Individual Reports

Sandler reported on his attendance at a meeting of the ERN, October 16, at Charter House, Cambridge, Mass. He stated that the Educational Radio Network had been dissolved and reorganized as the Eastern Educational Radio Network. Tom Conley of WGBH, Boston, is the new Chairman. All stations which had previously been members of ERN have been invited to become members of EERN, with the obvious exception of WRVR, New York.

Sandler reported the NIH Cancer Institute contract had been received and was ready for Harley's signature.

File staff meeting

;30 - GA - INS, ACCT ETC. ITV
;30 - REG. MEETINGS + CONF

EXECUTIVE STAFF MEETING
July 30, 1965 9:30 am
Conference Room

AGENDA

✓I. INSTRUCTIONAL DIVISION
- By-Law Amendment

✓II. ACCOUNTING SURVEY - Ask Exec Com for special appropriation

✓III. RETIREMENT PLAN - TABLED
INSURANCE - BELL - YES, IF HE DOESN'T RETAIN & COLD.

✓IV. REGIONAL-AREA MEETINGS NE; MID-WEST (CHICAGO) APRIL, SOUTH (MEMPHIS), WEST (S.F.) FEB
PUBL. IN NL

Bd vacancy - Peterson
ALSO DISC. THE NAEB ITV MEETING

Mr. Hill

File - Staff Meetings

EXECUTIVE STAFF MEETING
Friday, August 6, 1965
Mr. Harley's Office
9:30 - 10:30

AGENDA

I. **INSTRUCTIONAL DIVISION** TO AOM AGENDA — **Dr. Bell**

✓II. **RESEARCH AND DEVELOPMENT OFFICE** JACK + JIM TO PREPARE REPORT — **Mr. Fletcher**

✓III. **FILLING OF BOARD VACANCIES** — **Mr. Hill**

Marks CSF

Bell — ~~SM + HE~~

Petersen — SIM + HEH TO PREPARE REPORT
SUMMERFIELD RESIGNATION AS CHM.

✓IV. **NAEB POLICY RE UNIONS** ~~REFER TO ETS~~ — **Mr. Hill**
CM WILL GIVE STATEMENT TO MAB

✓V. **STATE ETV ASSOCIATIONS** DEFERRED UNTIL CONF OF WGH, ETS, + FRYMIRE — **Mr. Fellows**

✓ TIAA - CREF
✓ WHO ATTENDS EXEC. STAFF MEETINGS? — HILL
✓ SENATE - NO FUNDS FOR ETV FACILITIES — MARQUIS
✓ FLETCHER REPORT ON KETC
✓ COPYRIGHT HEARINGS RE-SCHEDULED — MARQUIS
✓ NET EDITORIALIZING — MARQUIS
✓ INTER-DIV. MEMO — JAC & PREPARE AMEND FOR BD

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